

City of Auburn

Website Policy

Purpose:

The purpose of this policy is to establish guidelines for the development, operation, and administration of the City of Auburn website. The City website will provide information about City services and information for residents, businesses, and visitors. The City Website is maintained as courtesy of the City to promote transparency and is maintained for the exclusive use and control of the City, such use and control including but not limited to decision on posted and available content. The City website is to provide information about the City and matters of general public interest. This website is maintained by the Director of ICT and his / her designees have the authority and responsibility for the implementation of this policy. It is at the discretion of the Director of ICT and/or the City Manager to make judgments or interpretations on any issues that arise that are not clearly covered in this policy.

At its discretion, the City may provide links to external sites that fall into one of the following categories, a full and complete list must be maintained of all external links and be reviewed by the Director of ICT and the City Manager:

- Sponsored by governments;
- Sponsored by accredited educational institutions,
- Sponsored by private organizations that provide government-related information and/or services in a way that is not available on an official government website;
- Sponsored by professional associations affiliated with local government (such as Androscoggin Valley Council of Governments, International City Management Association, American Planning Association, etc.);
- Sponsored events or programs by local and regional economic development organizations that assist the City in promoting businesses throughout the City including the Chamber of Commerce;
- Sponsored by entities with which the City has an existing formal, contractual relationship through direct funding, co-partnership, or co-sponsorship on programs or events which are related to the City governmental purpose;
- Sponsored by nonprofit organizations whose purpose is to provide the public with information or access to the arts, culture, or education, or that provide visitor information related to Auburn and the surrounding area;
- Facebook or other Social Media sites pages sponsored by all the above entities and organizations.
- The City will also provide a link to sites designed by City Councilors and the Mayor. These sites are the sole responsibility of the Councilor.

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The City website will not provide links to sites that:

- Promote or exhibit hate, bias, discrimination, pornography, or libelous or otherwise defamatory content;
- Have a primary purpose of furthering the agenda of a political organization or a candidate running for office, or defeating any candidate for elective office;
- Have a primary purpose of promoting a religion or religious point of view;
- Promote or advertise commerce;
- Violate any of the City Charter, Ordinances, policies or equal opportunities policies; and/or
- Consist of personal websites operated by individuals or websites personal in nature, concept, design, or purpose.

Posting of Events:

- Information regarding community events may be posted on the City website so long as the posting of such information is consistent with the purpose of the City website and meets the criteria for external links. While the Director of ICT and the City Manager may consider suggestions of events to post on the City website, the decision of the Director of ICT and/or City Manager is final and binding.

Minutes, Agendas, & Public Hearings:

- Notices including hearings will be posted on the City Website.
- Minutes and Agendas will be posted on the City Website and maintained for 2 years.
- The City Website will link Great Falls TV for webcasts and copies of archived videos of meetings.

Accuracy of Information:

- The City strives to keep information on this website accurate and current, but the information and services available on the City website may include inaccuracies or typographical errors and improvements/modifications may take place at any time. The City does not warrant that communications with the website will be uninterrupted or error-free or that any errors/typos will be corrected. The City makes no representations about the reliability, availability, timeliness, or accuracy of the website for any purpose. The web pages and information contained herein are provided "as is" without warranty of any kind.

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Content Review Procedures:

- ICT:
 1. Yearly shall provide a list of all external links for approval by the City Manager.
 2. On or about January 1 of every year shall update the elected officials of the City of Auburn, including but not limited to the City Council and School Board.
 3. Monthly review the entire website to assure that all links and paths are accessible and provide current content.
 4. Any errors in content, incomplete pages, out dated pages, or other concerns shall be notified to the Department Director, City Manager, and web manager.
 5. Review all links to Facebook to assure the content on those pages adhere to the City's policies.
 6. Review all designated staff on the website by department.
 7. Review and accept all approvals for changes in content at a minimum weekly.
- Department Directors
 1. Shall designate one person as the designee to review content on the website. This designation shall be in writing and kept on file in ICT. This designation shall indicate that the designated staff member will review the site weekly for content review pursuant to this policy.
- Website Content Manager
 1. The City Manager shall designate one person as the website content manager
 2. The website content manager shall maintain the news and calendar on the website.
 3. The website content manager shall maintain all content related the City Council and will work in cooperation with the City Clerk's Office for Agendas, Minutes, and archiving.
 4. The website content manager shall periodically review all website content and report errors or corrections to the Director of ICT and the City Manager.
 5. The website content manager must report any habitual content errors or outdated material to the City Manager.
 6. Notify Department Directors weekly of issues with content.



Clinton Deschene, City Manager